Strategic Plan
2013-2017

Healthy People in Healthy Communities

- Preventive Health Care
- Empowered Consumers
- Health Equity
- Public Health Protection
- DPH Infrastructure
- Healthy & Safe Community Environments

Healthy and Safe Community Environments

- Increase the capacity of community environments to support active living and healthy eating.
- Increase the capacity of community environments to support tobacco-free living.
- Increase community safety and decrease potential for injuries.
- Reduce community environmental hazards.
- Reduce the impact of substance abuse and addiction.

Preventive Health Care

- Determine and implement appropriate scope of DPH clinical services to be provided in light of health care reform.
- Promote quality assurance and use of evidence-based clinical preventive services among clinical providers.
- Improve integration of medical, mental health and substance abuse services.
- Ensure that vulnerable populations served by DPH continue to have access to quality services throughout health care reform implementation.

Empowered Health Consumers

- Improve DPH and partner capacity to help consumers understand basic health information and make appropriate health decisions.
- Identify and counter misleading promotion of health-related products and services.

Health Equity

- Strengthen organizational capacity to implement health equity initiatives.
- Generate and disseminate meaningful and actionable data and reports on health equity, social determinants, and health disparities.
- Provide DPH input and guidance on policy and advocacy efforts regarding health equity and social determinants of health.
- Engage key partners in addressing social determinants of health.
- Incorporate health equity and a focus on social determinants into ongoing DPH efforts.

Public Health Protection

- Improve effectiveness in preventing and controlling infectious disease.
- Enhance the effectiveness, accessibility, and quality of surveillance systems.
- Improve DPH capacity to prepare for, respond to, and recover from emergencies.
- Improve the ability of communities to withstand and quickly recover from emergencies.

Improved DPH Infrastructure

- Maintain a skilled, competent and empowered workforce.
- Maximize administrative efficiencies through effective use of technology.
- Improve DPH use of and contributions to the evidence base.
- Increase capacity to pursue policy and legislative approaches.
- Ensure effective communications.
- Ensure readiness for and obtain national accreditation.
- Effectively assess, utilize and improve departmental facilities.